

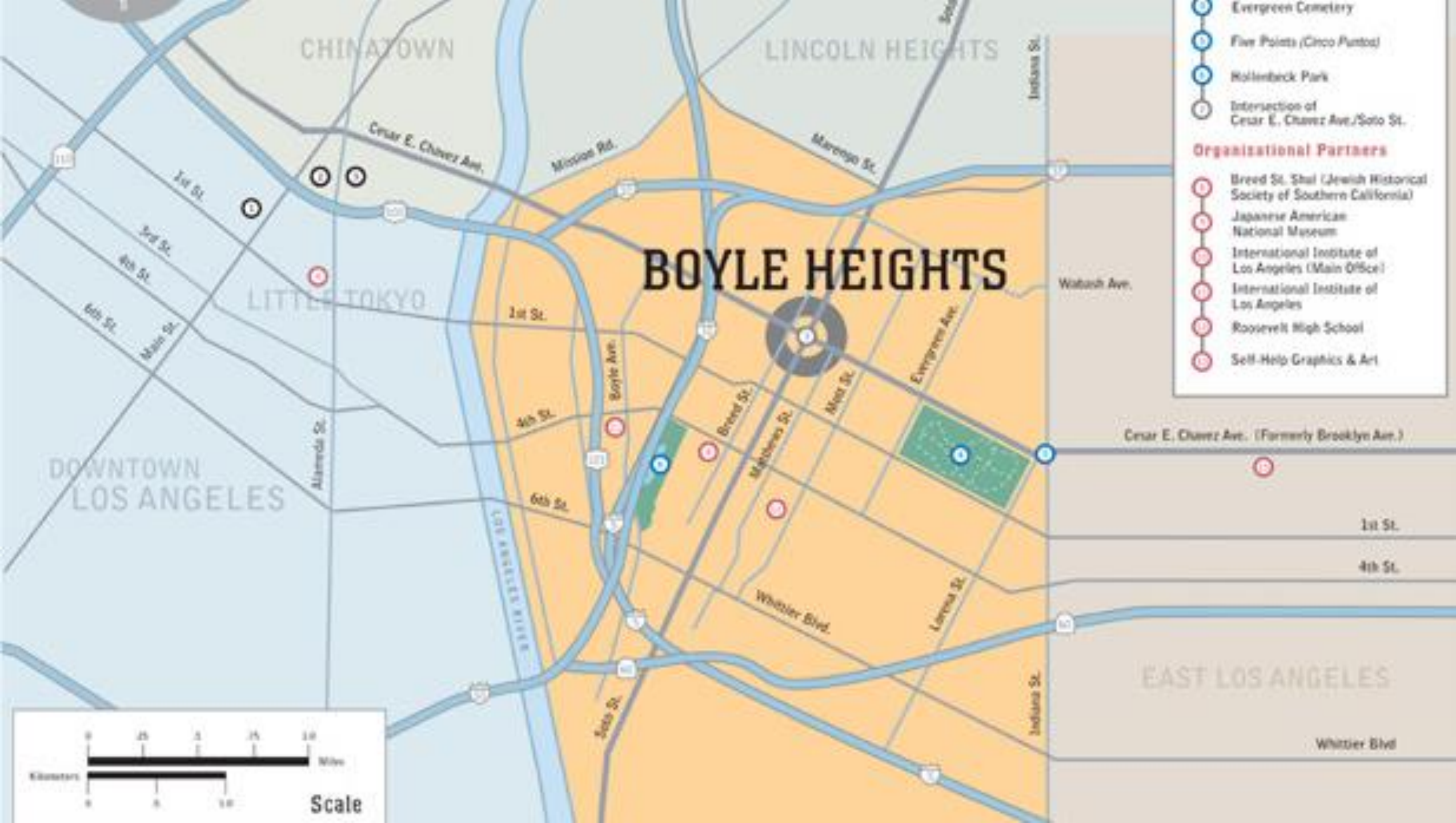
CREATIVE PLACEMAKING IN BOYLE HEIGHTS, LOS ANGELES, CA

IMAGE: NICO AVINA



- 100,000 residents in 3 square miles.
- Latino and low-income for the past 50 years
- Unemployment hovers at a rate of 13%.
- Close to 80% of community are renters;
- 50% are foreign born with Spanish being the language of choice.
- Recent transportation and investments
- Low levels of community engagement in urban planning and development decisions.















HIPSTER GO HOME

CONOCIMIENTO

CONVIVENCIA

CONFIANZA

GENTEIFICATION?

RAICES: Residents and Artists Investing in Community and Economic Development Strategies



With “the arts” as both a popular and attractive characteristic to any community, how can existing artists and arts spaces assist in creating a conscious and community-based approach to their role in development, avoiding the usual effects of artwashing, centralized development and unshared resources?

RAICES OBJECTIVES

- ❖ Work to communicate artists and community as overlapping and inseparable.
- ❖ Ensure harmony among community and artists' priorities;
- ❖ Share findings with community and gather feedback, priorities, and concerns;
- ❖ Develop an integrated arts master plan with existing proposed community plans.

Cancer Sucks





That art space was an early outpost in Boyle Heights, a part of the district that still has an anything-goes feel. “It still has a dangerous quality — I kind of like that,” Ms. Maccarone said. “I like that we spent a fortune on security.” —New York Times, September 15, 2016

DEFEND BOYLE HEIGHTS

Defend Boyle Heights is an autonomous coalition committed to building community power against gentrification principally through direct actions that target institutions and individuals that are aligned with the capitalist, pro-gentrification status quo. Our best line of defense is our own community; we are devoted to defending our hood by any means necessary.





THE ROLE OF THE ARTIST

1. Become involved in housing struggles
2. Educate ourselves on our own racial, educational, or class privilege compared to our neighbors.
3. Find other ways of dealing with conflict or safety issues besides calling the police.
4. As artists who participate in and support exhibitions, we must interrogate spaces we enter and work with.
5. We must ask about the power of art spaces to decide who is included in the first place.

SO WHAT IS CREATIVE PLACEMAKING?

1. Strategic action by cross-sector partners
2. A place-based orientation
3. A core of arts and cultural activities

CREATIVE PLACEMAKING in BOYLE HEIGHTS?

1. Strategic Action by Cross-Sector Partners=Conocimiento/Confianza
2. Place-Based Orientation=Convivencia/Confianza
3. Core of Arts Activities=Conocimiento/Convivencia/Confianza


Love

EL ARTE
ES VIDA

